

COPY

When we write on web sites, in debate articles or the social media the reader's perception of the brand is influenced by how we express ourselves.

The words and terms we choose affect the brand and the tone is just as essential as the visual effect of our communication. Do we sound formal and distanced? Or relaxed and friendly? Are we

concise or go on at length? What types of terms and expressions do we use?

To strengthen the Landsbyggare brand we will strive for uniformity, to give the receivers the impression of one single voice – however not to an extent to appear repetitive.

TONALITY

Tonality in this context is the tone of the brand in texts. The tone may vary with the situation – the media it is intended for – but in essence it shall reflect the 'personality' of the brand. We mean that we don't use the same tone in an article aimed at decision-makers, as in a Facebook posting about one of our Landsbyggare. There is however a basic tone adhered to in all our texts.

WE EXPRESS OURSELVES IN SIMPLE TERMS. We are positive and see opportunities, and that attitude is reflected in the way we write. We do not see ourselves describing setbacks or difficulties; unless used as contrast to add drama to a longer text. In such a case the setback is something that is overcome.

WE ARE GENEROUS WITH INSPIRATIONAL TIPS aimed at inviting others to try the same journey. We do it in a friendly, personal tone – like between colleagues and peers. We communicate directly with the reader, in his or her individual capacity.

WE AVOID LONG SENTENCES, and complicated explanations including many subordinate clauses confusing the reader, furthermore making the text difficult to interpret (such as this sentence). We write in simple terms and straight to the point; preferably in short sentences. Avoid over-simple or bullet-style, some variation in the text makes it more interesting to read.

WE USE A NORMAL CONVERSATIONAL TONE and show respect in that the reader will assess the content of our writing. This means we avoid overselling and we are conservative in our use of exclamation marks. A simple punctuation mark is usually more effective; a full stop or semicolon implies confidence, we know our message is interesting. Rather than having to shout our message in some sort of desperation. (Obviously, when we are celebrating and joyful, we'll make sure it shows – in an exclamation mark or two – Look, we are nominated!!)

LANDSBYGGARE FEEL A STRONG PASSION and it should be obvious in what we write. But we are also down-to-earth and based in reality. In a text this includes avoiding listing each other's positive adjectives. Remember: we are straightforward.

N.B.

straightforward – to the point – positive – inspirational – normal conversation tone.

TYPICAL:

Drive and passion
Reliable innovators
Stubborn in positive ways
Modern, sustainable
Opportunities
Visionary
Competent
Based in reality
Including
To the point

NOT TYPICAL:

Formal
Nostalgic
Niggling
Old-fashioned
Difficult,
complicated
Dreamers
Idle talk
Dubious
Excluding
Intricate